**Deepika Chaudhary**

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Highly motivated professional, educated to degree level with commitment to pursuing a career. After dedicating the last 8 years to raising a family and juggling with part time freelancing as Digital content editor, I upskilled in Digital marketing tools and techniques. Due to Covid was unable to secure any jobs. Recently upskilling myself in salesforce. I have acquired 2 certifications in salesforce and am planning to acquire my third certification soon. Love to work in a team as I am a real team player who will proactively help colleagues to solve problems when they arise and I am now one hundred percent committed to continuing my career on full or part time basis.

**QUALIFICATIONS**

**Certification in salesforce Administration-** August 2024

**Certification in Salesforce Associate -** April 2024

**Completed Digital Marketing Certification Programme** 360 GSP College – March 2018

**Diploma in Graphics Design, Arena** Multimedia. Learned Adobe Illustrator, Adobe Photoshop and Adobe In design.

**Diploma in 3d Animation,** Frameboxx Multimedia Institute. Learned 3ds max and Maya.

**Bachelor of Arts, English,** Lucknow University 2003

**CAREER HISTORY**

**Media Consultant                            Biome Limited                                              Jan 2019 to June 2019**

Biome Limited is a sushi making machine company. They focused on changing their website platform from Wix to Wordpress. Here are some things that I added to their new website(www.biomelimited.com):

* Digital transformation of the website using wordpress.
* Adding digital content to the website for making it look appealing.
* Adding specific pages to the website for describing the machine specifications.
* Clearing and adding images to the website.
* Making print advert for the company for a local magazine.
* Making sure that the SEO of the website works better and is done proper indexing on google console.

**Digital Consultant AirPets.in Dec 2015 to Sep 2017**

Airpets.in is leading name in pet relocation in India until 2015 they had very minimal online foot print or social media presence, I worked with them during their digital transformation from HTML based website to WordPress based system, additionally I started their Facebook page and maintained it with relevant content.

* Manage and optimise content for the pages on http://www.airpets.in, ensuring high standards of accessibility, usability, brand compliance and tone of voice.
* Website content management using a WordPress.
* Graphic design, image creation, manipulation and adjustment (Photoshop).
* Audit and update rebranded digital assets (illustrations, videos and animations) for websites and social channels.

**Paper Management Reed, Staines April 2012 – May 2012**

* Reviewing scanned answer sheets of GCSE Exams.
* Arrange answer sheets in defined buckets for scoring
* Keeping track on incorrect papers and reporting them to supervisor.

**Floor Staff           JD Sports    Oct 2011 to Feb 2012**

* Ensure the clothes are in proper condition.
* Arranging clothes in proper line up.
* Communicating with customers and making sure their queries are resolved.

**Logistics Coordinator Writers Corporation June 2010 to May 2009**

* Plan and Supervise export shipments
* Export documentation with letter of credits (L/C), Standby L/C and bank guarantee from
* Coordinate with agents and clients from EU, UK, USA.
* Supervise back-to-back sea shipments
* Liaising with local reputed banks, shipping, Transporters, freight forwarding and insurance companies.
* Coordinating export shipments with inspection companies
* Arranging drumming of goods at third ports
* Organize shipments with branch offices, suppliers and customers
* Shipment tracking and updating the customer on timely basis
* Warehouse management skills resulting in accurate inventory level
* Managing the supply chain and all import & export logistics.

**Graphic and Content Designer       Dezine India June 2007 to Sep 2008**

Dezine India is marketing and advertisement agency specialised in online and paper media

* Prime responsibility was to Interact with client and understanding their requirements.
* Created brochures, leaflets, business cards, letter heads and logos for various clients.
* Create website advertisement banners and marketing content based in client needs.
* Identity cards design for various organizations
* Was responsible for designing newspaper advertisements. (online/paper).

**Graphic Designer                     Sapient, India July 2006 to Mar 2007**

* Worked for MIT (Massachusetts Institute of Technology) in Sapient
* Got involved in transcription of various handwritten and scanned lectures by MIT Professors onto Microsoft word
* Create and place appropriate images for the content page. .
* Managing content for the various online MIT open course wares by using software like E-web edit pro, Adobe Acrobat and file maker.

**VOLUNTARY JOBS**

**National Child Trust (4 hours per week) since May 2016**

Involved in ‘Bumps & Babies’ initiative of NCT

The group provides support to new mums and enable them to take better care of themselves and babies.

I support NCT by helping them organize the bi-weekly sessions as part of organizing group

* Setup of venue
* Maintaining calendar of sessions and share dates in various Facebook groups
* Suggesting activities and improvements for sessions
* Attend monthly and quarterly progress meetings.

**Spelthorne Council (3 hours per week) since Jan 2017**

Work for Para sports club.

Responsible for evening practice session coordination

Help teams and players with game play by taking various roles like referee, player, scorer depending on need

Work with ‘boccia club’ as referee (sometimes double up as substitute player if required)

**PROFESSIONAL AND PERSONAL SKILLS**

* Able to work as part of a team that pushes towards a common goal
* Using appropriate language in all situations.
* Leads discussions and influencing others.
* Creative and can think outside of the box.
* Ability to multi-task priorities and handle different projects efficiently
* Languages: I am fluent in **English and Hindi**
* Holder of full-clean driving licence